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## Project RED Overview

Project RED is an ambitious research project aimed at addressing two major issues related to education in America.

- **Improving student achievement.** While almost every other market segment has seen substantial improvements attributed to technology, public education has seen only isolated benefits. This study seeks to define technology models that can lead to improvements in student achievement.
- **Evaluating the total financial impact of technology on state budgets.** To date, little work has been done, beyond assessing costs, to show the connection between educational technology and state budgets. It is time to also look at cost savings, cost avoidance and revenue enhancements which are direct results of investments in educational technology.

Sponsored by Intel, Apple, the Pearson Foundation, Qwest, and eChalk, this project will demonstrate to legislators, policy makers and administrators that well-implemented, technology-transformed schools are revenue positive at the state level, after the initial investment. In addition, this important project will define a model for success that can be replicated by schools across the country to assure both improvements in academic performance and financial value from future education technology investments.

The leadership for Project RED comes from the One-to-One Institute and the technology experts who wrote the America's Digital Schools reports. The Project RED team has as its foundation, the six thousand or so schools that have implemented ubiquitous technology solutions currently serving over a million students. Information from earlier research indicates that fully a third of these implementations have realized substantial improvements in education outcomes attributed to technology.

In addition, Project RED will build on extensive research by many groups tying the use of education to cost savings and revenue enhancements such as higher income and property tax revenue for the state. Because of the way state's accounting systems work, the true financial benefits of education technology leading to a "revenue positive" outcome are frequently not realized until you reach the state level. With this in mind, particular attention will be focused on the state level.

Project RED has gathered the support of a wide range of educational organizations, including AASA, NSBA, ASBO, AESA, CoSN, iNACOL, ISTE, NAMTC, SETDA and SIIA. Go to [www.ProjectRed.org](http://www.ProjectRed.org) for more information.

**Project RED has the potential to make a significant, positive impact on American Education.**

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